



Barbara Casey

**Senior Executive Director, Healthcare
Customer Value Acceleration (CVA), US Enterprise
Cisco Systems, Inc.**

Barbara is an accomplished strategist and business advisor with over twenty years of diversified health care, managed care, insurance, and management consulting experience.

Barbara is currently the Senior Executive Director of the Customer Value Acceleration Healthcare Team for US Enterprise. She leads a team of industry consultants, architects, project managers and analysts in delivering business transformation for providers and payers. Barbara and her team are also aligned to several transformation accounts in Financial Services, Retail and Life Sciences. Additionally, the healthcare team is aligned with customer accounts in the region through the development of key solutions, account plans and partner alignment.

Prior to joining Cisco, Barbara led corporate strategic planning efforts at HCA, Inc. by serving as part of its Strategic Resource Group (SRG). The goal of the SRG at HCA is to translate strategy into executable methodology that can be facilitated and implemented in key HCA markets. Barbara's primary focus was to facilitate HCA's broad Customer Relationship Management (CRM) strategy by collaborating with various business leaders across the enterprise. The goals of HCA's CRM strategy all align to create excellence across the continuum of care as it relates to the consumer and patient experience. In addition to supporting enterprise-level work, she also served as a consultative resource to the Central Group (55 hospitals in the Central US and 6 hospitals in London) and its divisions' senior management teams.

Prior to working in this capacity, Barbara was the Chief Marketing Officer for the Sarah Cannon Research Institute (SCRI), an HCA subsidiary. She was responsible for sales, business development, marketing, public relations, and communication functions. While Barbara was with SCRI, she assisted in the creation and management of strategic relationships with Eli Lilly & Co., Novartis, Amgen, Genentech, AstraZeneca, and Pfizer.

Prior to working with SCRI, Barbara worked as a management consultant at Deloitte and the Mercer Consulting Group (specifically the entity now known as Oliver Wyman), with all her work being focused on health care clients. She assisted in the development of provider and health plan business strategies, designed and implemented networks, and facilitated joint venture partnerships among providers and managed care organizations. She also worked with large, established health plans to develop new products and assess operational effectiveness in multiple functional areas. She has assisted in the development of Commercial health plan, Managed Medicare, Managed Medicaid products, and other start-up health plan operations across the country from COA filing to operations.

As part of a two year management development program at Deloitte, Barbara led the Life Sciences and Health Care Practice's knowledge management and learning efforts. In this role, Barbara was responsible for leveraging Deloitte's collective best thinking, services, information, and knowledge throughout the organization to its consultants and clients. Additionally, Barbara led the development and execution of a health care educational conference that served approximately 600 participants annually.

Barbara holds a Masters of Business Administration with concentrations in Organizational Development and Change and Marketing from the University of South Florida. Her Bachelors of Science in Clinical Psychology was earned from the Florida State University.